

Message Text

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PAGE 01 ROME 15165 161852Z

14

ACTION EUR-12

INFO OCT-01 EB-07 ISO-00 /020 W
----- 020361

R 161637Z SEP 76
FM AMEMBASSY ROME
TO USDOC WASHDC
INFO SECSTATE WASHDC 0013
AMCONSUL NAPLES
AMCONSUL MILAN

UNCLAS ROME 15165

E.O. 11652: N/A

TAGS: BEXP, IT

SUBJECT: ROME AND NAPLES PRE-SHOWPROMOTIONAL EVENTS

1. SUMMARY. CCP FOR FY 1977 FORESEES TWO PRE-SHOW PROMOTIONAL EVENTS: ONE ON ELECTRONIC PRODUCTION EQUIPMENT TO BE HELD LOCALLY IN JANUARY, 1977, AND ONE ON ELECTRONIC DATA-PROCESSING (EDP) TO TAKEPLACE OUTSIDE ROME IN MAY, 1977. OUR PAST AND POSITIVE EXPERIENCE OF PRE-SHOW EVENTS LAST YEAR WILL ENABLE US TO ORGANIZE SUCCESSFULLY A ONE-DAY VISIT OF AN ADVANCE GROUP OF SOME OF THE EXHIBITORS OF BOTH THE ELECTRONIC PRODUCTION EQUIPMENT AND EDP SHOWS SCHEDULED AT THE MILAN TRADE CENTER. END SUMMARY.

2. /ELECTRONIC PRODUCTION EQUIPMENT PRE-SHOW/. A LARGE NUMBER OF ITALIAN POTENTIAL BUYERS FOR THIS TYPE OF EQUIPMENT ARE LOCATED IN ROME AND ITS SURROUNDINGS. OUR GOOD CONTACTS WITH LOCAL PRIVATE INDUSTRY, INCLUDING MANY STATE-CONTROLLED INDUSTRIAL GROUPS AND PRIVATE-INDUSTRY REPRESENTATIVES CONVINCED US EVENT WOULD BE SUCCESSFUL AND WE PLAN TO HAVE THE PRE-SHOW ON MONDAY, JANUARY 17, 1977 BEFORE MTC SHOW OPENING. THE SCHEDULE WILL BE: BUSINESS APPOINTMENTS FROM 9:00 AM TO 1:00 PM AND FROM 3:00 PM TO ABOUT 6:00 PM FOLLOWED BY A RECEPTION AT 6:30 PM. AS IN THE PAST, THE EVENT WILL BE HELD AT THE HOTEL PARCO DEI PRINCIPI AND ALL COSTS WILL BE BORNE BY THE GROUP. EXPENSES (SECRETARY, PRINTED MATERIAL, MEETING SPACE, RENT AND UNCLASSIFIED

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RECEPTION AT THE HOTEL, ETC.) SHOULD AMOUNT TO DLS 250.00

CONTRIBUTION TO THE EMBASSY BY EACH PARTICIPANT. WE CAN ALSO TAKE CARE OF ROOM RESERVATIONS. THE IDEAL NUMBER OF PARTICIPANTS IS /SIX/ COMPANIES; EASILY PORTABLE EQUIPMENT CAN BE DISPLAYED; AVAILABLE ELECTRICITY IS 127/220 VOLTS - 50 HZ.

3. /ELECTRONIC DATA-PROCESSING (EDP) PRE-SHOW/. AS STATED IN THE CCP-FY 1977 THIS PROMOTIONAL EVENT WILL TAKE PLACE OUTSIDE ROME. A CAREFUL EVALUATION OF THE ITALIAN MARKET FOR EDP-EQUIPMENT INDICATES NAPLES AS A GOOD LOCATION FOR A PRE-SHOW PROMOTION IN THIS SECTOR IN VIEW OF PRESENT AND FUTURE INDUSTRY DEVELOPMENTS. NAPLES AREA IS ALSO OF PARTICULAR INTEREST BECAUSE THE CITY IS CONSIDERED A FOCAL POINT FOR ALL RELEVANT INDUSTRIES OF THE CAMPANIA REGION. STATE-CONTROLLED FIRMS SUCH AS AERITALIA, ALFA-ROMEO, SELENIA, ITALSIDER, ETC. AND SEVERAL IMPORTANT PRIVATE COMPANIES PLAY A SIGNIFICANT ROLE IN THE REGIONAL ECONOMY. FURTHERMORE IMPORTANT HIGH-LEVEL SCIENTIFIC RESEARCH CENTERS (SUCH AS NAPLES AERONAUTICAL STUDY CENTER OF THE LOCAL UNIVERSITY), HEAVY INDUSTRIES SUCH AS MECFOND, SEVERAL LARGE BANKING INSTITUTES AND OIL COMPANIES CAN BE CONSIDERED POTENTIAL BUYERS AND POSSIBLE USERS. WE DISCUSSED THE MATTER WITH AMCONSUL NAPLES, WHO HAS ASSURED US FULL SUPPORT. WE WOULD HANDLE THE PROJECT FROM ROME WITH ASSISTANCE AMCONSUL IN RENTING HOTEL SPACE, ORGANIZING AFTER-SHOW RECEPTION, AND PREPARING A LIST OF INVITEES. AS IN ROME, EXPENSES WILL BE BORNE BY THE PARTICIPANTS AT THE COST OF DLS 250 FOR EACH FIRM. WE EXPECT, HOWEVER, TO RUN INTO MORE EXPENSES BECAUSE OF TRAVEL, PER DIEM, AND RELATED EXPENSES FOR AN OFFICER AND ONE FSL TO ORGANIZE AND SUPERVISE THIS PRE-SHOW PROMOTION OUTSIDE ROME TO BE HELD ON MONDAY, MAY 9, 1977.BEAUDRY

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 16 SEP 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976ROME15165
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760351-0033
From: ROME
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760953/aaaabtdw.tel
Line Count: 90
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: vandyklc
Review Comment: n/a
Review Content Flags:
Review Date: 01 MAR 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <01 MAR 2004 by MaustMC>; APPROVED <23 AUG 2004 by vandyklc>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: ROME AND NAPLES PRE-SHOWPROMOTIONAL EVENTS
TAGS: BEXP, IT
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006